



THE CENTER FOR WORK ETHIC DEVELOPMENT

Colorado Workforce Development Council – March 17, 2016

What Are Employers Looking For?

Attitude

Education

Specific Skills

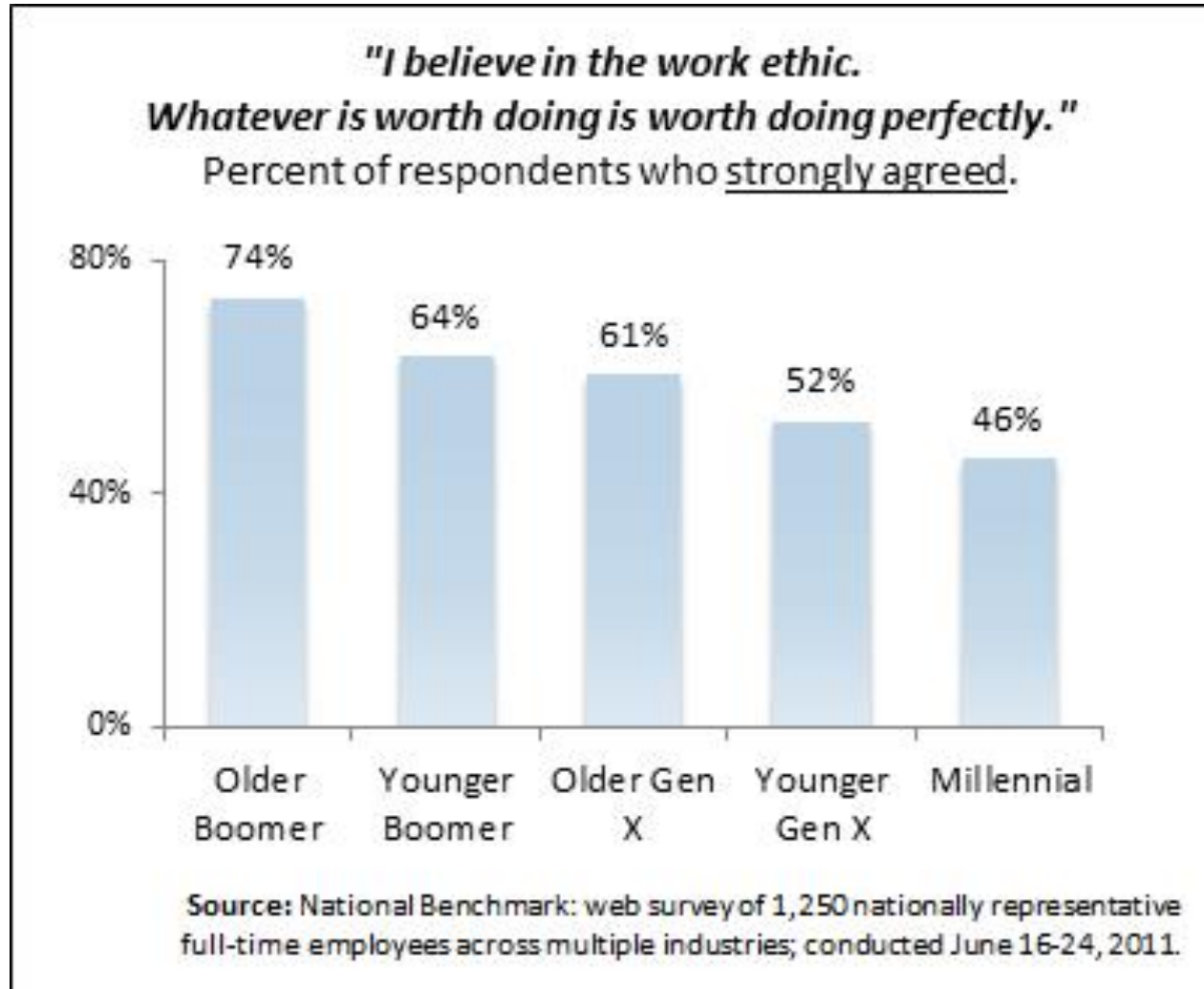
Job Experience

Work Ethic

Work History



The Work Ethic Gap



The Work Ethic Gap

“The most narciss



in history.”



The Work Ethic Gap

“Our youth now love luxury. They have bad manners, contempt for authority; they show disrespect for their elders and love chatter in place of exercise; they no longer rise when elders enter the room; they contradict their parents, chatter before company; gobble up their food and tyrannize their teachers.”

-Socrates



The Work Ethic Gap



The Center For **Work Ethic** Development

- Founded in 2009
- The nation's only institution focused on the research and advancement of Work Ethic
- Used by more than 550 locations around the world
- Providers of the Certificate of Work Ethic Proficiency

THE CENTER FOR **WORK ETHIC** DEVELOPMENT
2525 16th Street, Ste. 214, Denver, CO 80211
303.433.3243 - www.workethic.org





THE WORK ETHIC GAP

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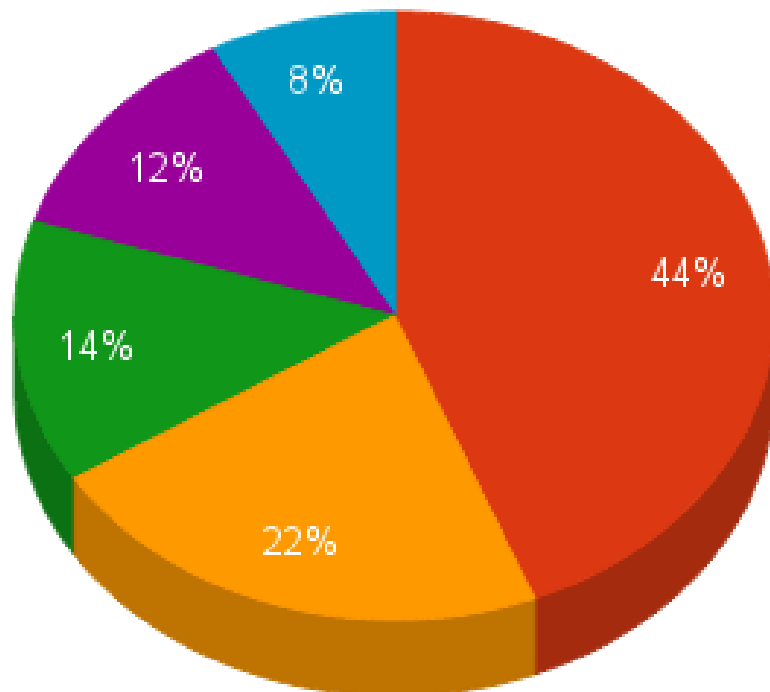
The Work Ethic Gap

**Three quarters of employers said
the incoming workforce is
unprepared for the job market and
lack an adequate Work Ethic**



The Work Ethic Gap

Which of the following do you feel BEST defines the “gap” in the U.S. workforce skills gap?



- Lack of soft skills (i.e., communication, critical thinking, creativity, collaboration)
- Lack of technical skills
- Lack of strong leadership skills
- Lack of computer based technology skills
- NA - I do not think there is a skills gap in the U.S. workforce



The Work Ethic Gap

**Only 9 percent of college students
think that being prepared for work
includes “Work Ethic”**



What is Work Ethic

Work ethic is a set of behavioral competencies that are the foundation of workplace success.



Values, Behaviors, and Outcomes

VALUE	BEHAVIOR	OUTCOME	BUSINESS RESULT
Reliability	Attendance	Employees show up when scheduled	Decreased employee absenteeism
Professionalism	Appearance	Employees present consistent brand image	Increase in average sale
Positivity	Attitude	Employees display enthusiasm and passion	Increased employee morale
Initiative	Ambition	Employees go beyond basic expectations	Improved productivity
Respect	Acceptance	Employees adhere to policies and rules	Decreased involuntary turnover
Integrity	Accountability	Employees are trustworthy	Less employee theft and shrinkage
Gratitude	Appreciation	Employees give authentic service	Improved customer satisfaction



Our Solution

**BRING YOUR
A GAME
TO WORK**



Our Solution



How It Works

Experiential Learning

Peer to Peer Model

Applicability and Flexibility

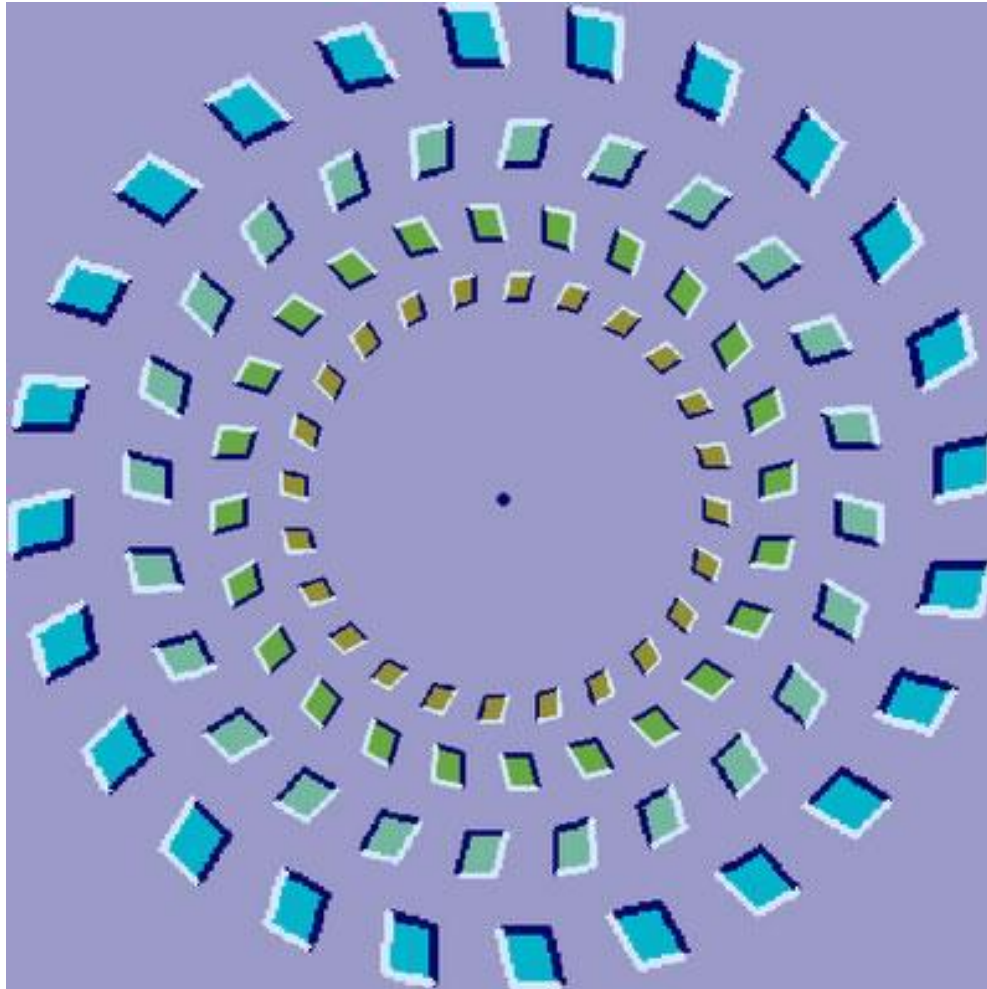


How It Works

**I HEAR AND
I FORGET,
I SEE AND I
REMEMBER.
I DO AND I
UNDERSTAND.**



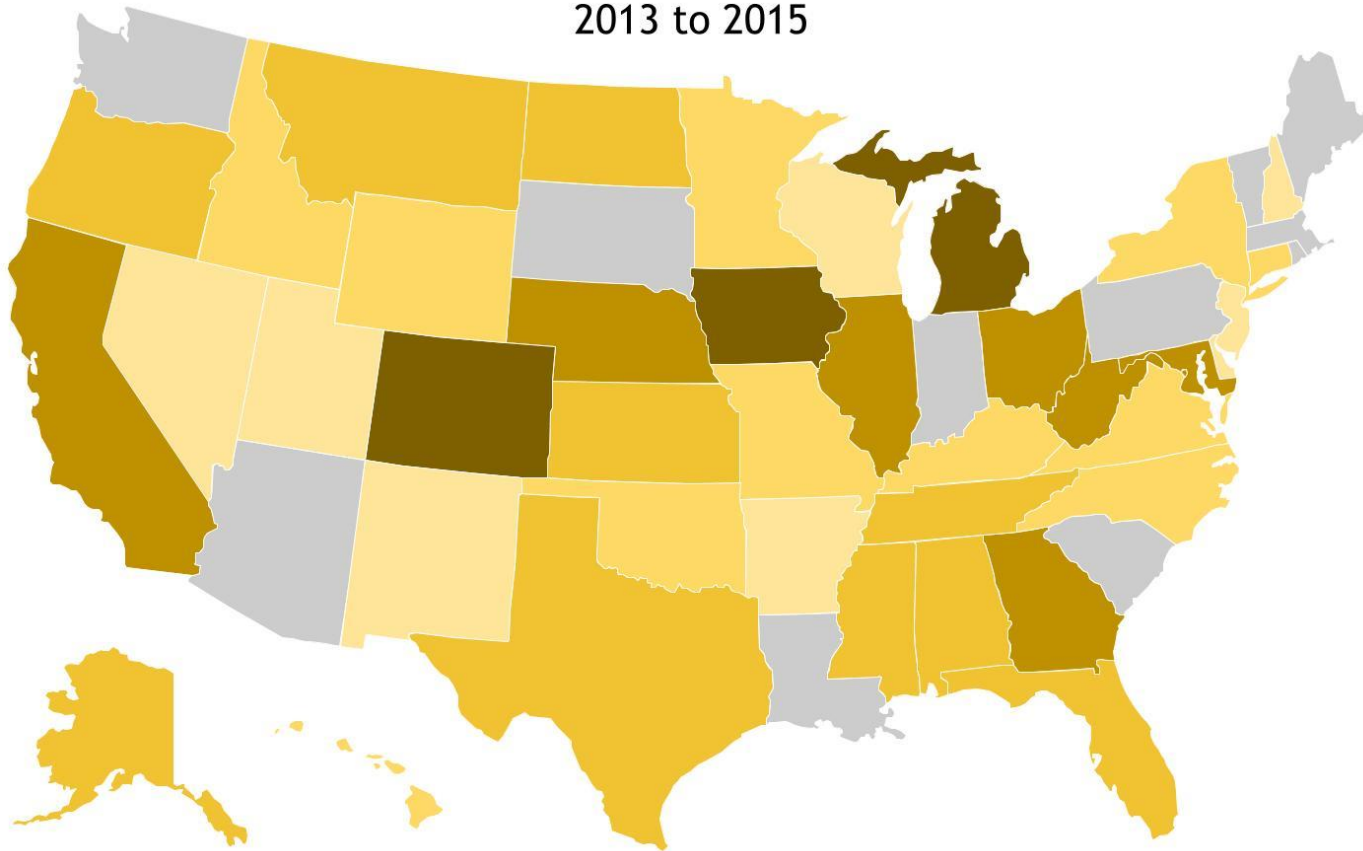
How It Works



Where We Are

United States Data Map

Center for Work Ethic Development Sales
2013 to 2015





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